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The Effect Of Service Quality And Location On Yama Motor Customer Satisfaction

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Abstract

In an increasingly competitive business environment, the factor that really determines a company's success is customer satisfaction, including in the automotive industry such as Yama Motor. Customer satisfaction is influenced by various aspects, including service quality and location. Aims to evaluate the influence of service quality and location on customer satisfaction at Yama Motor. The quantitative method is implemented by applying multiple linear regression analysis. The population is those who have serviced motorbikes at Yama Motor and the sample involves 100 respondents with the Lameshow formula at a margin of 10%. Data was collected using a questionnaire distributed to customers at Yama Motor. These findings explain (1) the influence of service quality on customer satisfaction, (2) the influence of location on customer satisfaction, (3) the simultaneous influence of service quality and location on customer satisfaction. This research concludes that the combination of superior service quality and appropriate prices is a key factor in increasing customer satisfaction for Yama Motor. The company needs to continue to make improvements to its service standards and establish a competitive pricing strategy to strengthen customer loyalty. , the aim of this research is to identify the influence of service quality and location on customer satisfaction at Bengkel Yama Motor. It is hoped that it can enrich theoretical insight in the realm of service marketing management science and provide practical recommendations for workshop managers in improving service quality and determining optimal location strategies..

Keywords: Service Quality, Location, Customer Satisfaction

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INTRODUCTION

Service quality can be defined as the efforts or actions taken by individuals or organizations to meet customer expectations and provide satisfaction to both customers and employees. Service quality is a key element in providing superior service. Service quality is a central aspect for companies because it directly impacts customer satisfaction levels. Customer satisfaction can be achieved if a company consistently delivers quality service (Extevanus & Sari, 2024).

The continued growth of the Indonesian automotive industry is in line with the growing demand for motor vehicle maintenance and repair services. According to the Indonesian Motorcycle Industry Association (AISI), Indonesia will have a total of 120 million units by 2023, with an average annual growth rate of 5%. This situation creates both opportunities and challenges for repair shops in providing optimal service to customers (Simamora, 2019).

Yama Motor Workshop, as a provider of motorcycle maintenance and repair services, faces increasingly fierce competition in this industry. Service quality is crucial for maintaining its existence and increasing customer satisfaction. According to (Dimas & Soliha, 2022), service is an approach or method of providing services to customers with the goal of ensuring their satisfaction. Customer satisfaction can be achieved when all their needs are met and they feel they have received adequate service.

Besides service quality, location also plays a strategic role in determining customer satisfaction. According to (Izzuddin & Muhsin, 2020), factory or company location is determined by six main factors: proximity to customers, proximity to raw material sources, ease of labor access, ease of transportation access, support from the local community, and the availability of other resources. Furthermore, customer satisfaction is a crucial element in determining success in the service sector.

Based on this phenomenon, the aim is to identify the influence of service quality and location on customer satisfaction at the Yama Motor Workshop. This is expected to enrich theoretical insights in the realm of service marketing management and provide practical recommendations for workshop managers in improving service quality and determining optimal location strategies.

LIBRARY REVIEW

Quality of Service

According to Amini & Wiranatakusuma (2020), service quality refers to efforts to fulfill customer expectations and demands and provide good service that meets their

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expectations. Thus, service quality is a strategy implemented by companies to ensure customer satisfaction. Service quality is a key factor for companies because it can influence customer satisfaction, which can only be achieved if the service provided is carried out well. (Extevanus & Sari, 2024). Service in this context refers to services or services provided by providers, which include convenience, speed, as well as good interaction, skills, and friendliness. All of these elements are conveyed through attitudes and actions in providing services, with the main focus on achieving customer satisfaction. (Warganegara & Alviyani, 2020). According to (Saputra & Yulistianis, 2019) the indicators of service quality are:

1. Trust : Relates to the company's ability to provide accurate and consistent services in line with the commitments made.
2. Responsiveness: Refers to the readiness and ability of employees to provide assistance to customers, respond to their requests quickly, and provide clear information regarding service times and follow up immediately.
3. Assurance: Demonstrates that employee attitudes can increase customer confidence in the company and provide a sense of comfort. Assurance also contributes to employee courtesy and skill in handling customer inquiries.
4. Caring: Implies that the company is aware of the needs and problems of consumers, and acts with full attention to their interests, and has flexible schedules for customer convenience.
5. Real Evidence: Related to the facilities, tools, and materials used by the company, as well as the professional appearance of employees in providing appropriate services.

Location

According to Wailmi & Tamam (2022), location is crucial for a company seeking to attract consumers to its business premises to meet their needs. The right location for a business entity plays a crucial role because it can influence the achievement of the company's goals. The chosen location must consider the market potential of the surrounding area. A strategic location will help expand market reach and attract more customers. (Pranajaya & Warganegara, 2024). Location indicators according to (Mukhlis, 2019):

1. Route: Locations that are easy to reach using existing public transportation facilities.
2. Clarity of View: Locations visible at a reasonable distance.
3. Parking Area: Spacious, cool, and peaceful parking area for customers.

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4. Expansion: A location that provides sufficient space for possible future business expansion.
5. Area: An area that supports the type of service or services provided.

Costumer Satisfaction

Consumer satisfaction is defined as whether a consumer is satisfied with a service, including price, quality, and service before and after purchase. If customer satisfaction with a product or service falls short of expectations, they will lose interest in the manufacturer or service provider (Linata & Defrizal, 2024). Customer satisfaction is based on a comparison between perceived expectations and performance. If performance falls short of expectations, customers are disappointed. Good performance leaves customers delighted. If performance exceeds expectations, customers can be satisfied. If a company focuses on achieving high levels of satisfaction, customers who are only moderately satisfied will more easily switch to more attractive offerings. Customer satisfaction depends on the comparison between perceived performance and their expectations. If a company focuses too much on achieving very high levels of satisfaction, customers who are only moderately satisfied may easily switch if a more attractive offer is available. (Sofyan et al., 2019). There are 7 indicators of customer satisfaction, namely according to the views of (Nida Salma Fahriani & Intan Rike Febriyanti, 2022):

1. Goods: A quality product must be able to meet customer preferences and expectations. Products produced by manufacturers must be able to satisfy customers. Product assessments include product type, quality, and availability.
2. Cost: This is an aspect closely related to the product and reflects its quality. Price assessment involves the price level, the appropriateness of the price to the product's value, and the price variations available for the product.
3. Promotion: Promotion is used to convey information about products and services to target customers, with the aim of informing them of the benefits of these products and services.
4. Location: Location refers to the ease of access a company has for customers. Location assessments include the accessibility of the company's location, as well as the speed and accuracy of available transportation systems.
5. Employee Service: Employee service is a response from employees that aims to fulfill customer needs and desires to obtain maximum satisfaction.

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6. Facilities: Factors that ensure the smooth operation of companies with which we interact directly. Facilities include inventory management, storage areas, and amenities like restrooms.
7. Conditions: Aspects that support the customer experience. The atmosphere assessment involves the comfort, air circulation, and safety that the company provides to customers.

Conceptual Framework

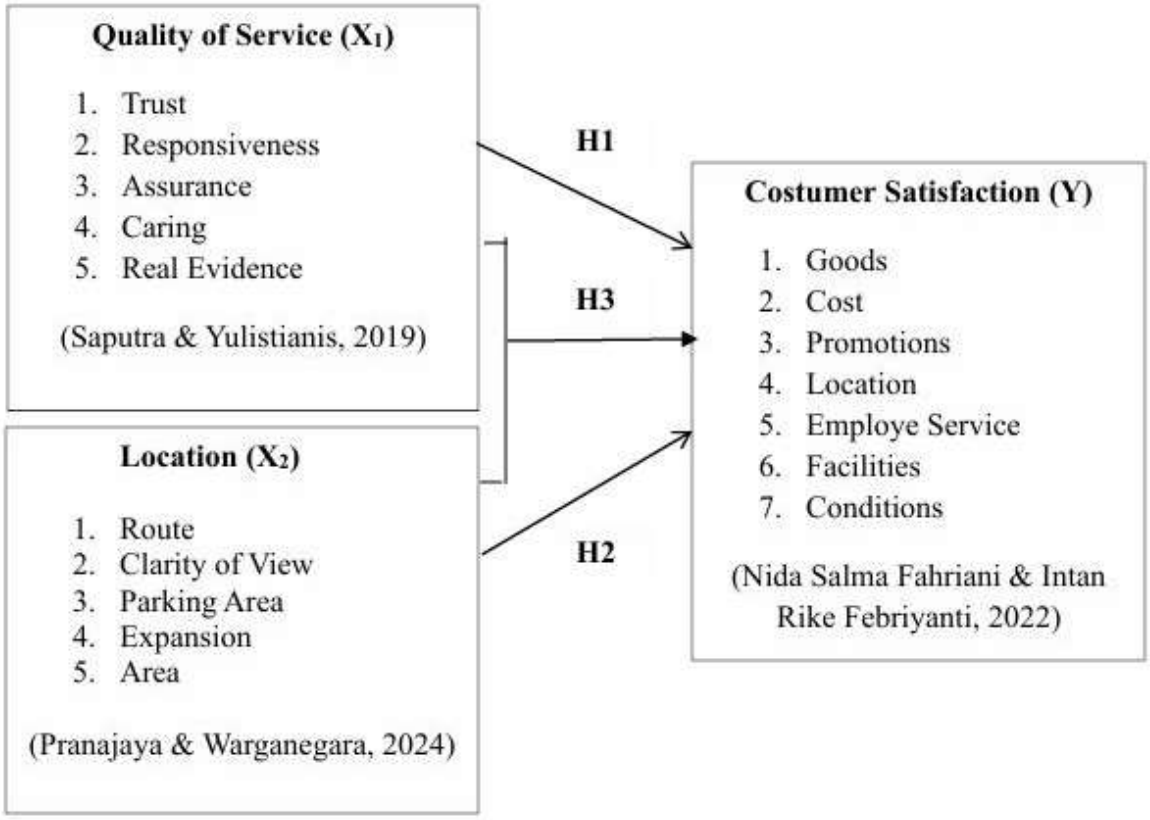


Figure 1. Conceptual Framework

Hypothesis:

H1 : Customer satisfaction at Yama Motor is influenced by the quality of service

H2: customer satisfaction at Yama Motor is influenced by location

H3: customer satisfaction at Yama Motor is influenced by service of quality and location

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RESEARCH METHODS

Adopting a quantitative survey method that aims to describe the relationship between independent variables and dependent variables. The population studied is all customers who have received service at the Yama Motor Workshop, the exact number is unknown, so using the Lameshow formula with a margin of 10% and resulting in 100 respondents as a sample. Through the online Google Form platform for data collection steps. Data analysis was carried out using the Validity and Reliability Test method, Multiple Linear Regression Analysis, Classical Assumption Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Partial Test, Simultaneous Test, and Coefficient of Determination (R^2) with the help of SPSS 23.

RESULT AND DISCUSSION

Validity Test

The validity test shows that the calculated r value is > r table (0.196). This indicates that this validity test explains validly.

Reliability Test

Table 1. Reliability Test

Variable	Cronbach Alpha	Result
Quality of Service (X_1)	0,766	Reliable
Location (X_2)	0,710	Reliable
Costumer satisfaction (Y)	0,818	Reliable

Source: SPSS 23

The results of the reliability test show that it has *Cronbach's Alpha* exceeds 0.60 so it is reliable and can be used.

Classical Assumption Test

Normality Test

Table 2. Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.58696165
Most Extreme	Absolute	.137

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Differences		
	Positive	.073
	Negative	-.137
Test Statistic		.137
Asymp. Sig. (2-tailed)		.200[c]

Source: SPSS 23

The Asymp.Sig. (2-tailed) value indicates a result of 0.200. Therefore, the data is normally distributed because 0.200 > 0.05.

Multicollinearity Test

Table 3. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.000	2.337		.856	.394		
	Quality of Service	.506	.084	.491	6.034	.000	.623	1.605
	Location	.428	.094	.369	4.541	.000	.623	1.605

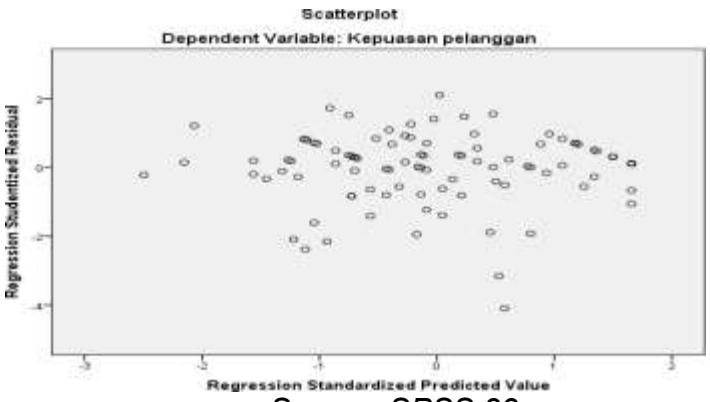
a. Dependent Variable: Costumer Satisfaction

Source: SPSS 23

The data above shows the value *Tolerance* on the independent variable, namely 0.623 > 0.1 and the VIF value is 1.605 < 10. So that multicollinearity does not occur.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test



Source: SPSS 23

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The image above indicates that there is an unclear pattern in the heteroscedasticity test. This indicates that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.000	2.337		.856	.394		
	Quality of Service	.506	.084	.491	6.034	.000	.623	1.605
	Location	.428	.094	.369	4.541	.000	.623	1.605

a. Dependent Variable: Costumer Satisfaction

Source: SPSS 23

$Y = 2{,}000 + 0{,}506X_1 + 0.428X_2$

a. The constant of 2,000 indicates that if service quality and location are zero, the Y value remains at 2,000.
b. Service quality variable (X1), if this variable explains a positive regression coefficient of 0.506. Indicating that every time service quality increases by one level, customer satisfaction also increases by 0.506. This increase indicates a relationship between service quality and customer satisfaction, indicating that an increase in the influence of service quality has the potential to increase customer satisfaction.
c. The location variable (X2) has a positive regression coefficient of 0.428. This indicates that every 1% increase in the location variable will result in a 0.428% increase in customer satisfaction. This increase indicates a positive relationship between location and customer satisfaction, where the influence of location has the potential to increase customer satisfaction.

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t test (Partial Test)

Table 6. t test (Partial Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.000	2.337		.856	.394		
	Quality of Service	.506	.084	.491	6.034	.000	.623	1.605
	Location	.428	.094	.369	4.541	.000	.623	1.605

a. Dependent Variable: Costumer Satisfaction

Source: SPSS 23

Based on the data above, service quality shows a calculated t value (6.034) > t table (1.984) and a sig value (0.000) < (0.05), which indicates that service quality has a positive impact on customer satisfaction, meaning H1 is accepted. Meanwhile, the location variable has a calculated t value (4.541) > t table (1.984) and a sig value (0.000) < (0.05), which indicates that location also has a positive influence on customer satisfaction, so H2 is accepted.

F Test (Simultaneous Test)

Table 7. F Test (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	994.205	2	497.103	72.778	.000[b]
	Residual	662.545	97	6.830		
	Total	1656.750	99			

b. Dependent Variable: Costumer Satisfaction

c. Predictors: (Constant), Location, Quality of Service

Source: SPSS 23

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The data shows the calculated f value (72.778) > (3.09) and the sig value (0.000) < (0.05), so the service quality variable and location have a simultaneous effect on customer satisfaction so that H3 is accepted.

Coefficient of Determination Test

Table 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775[a]	.600	.592	2.613

a. Predictors: (Constant), Location, Quality of service
b. Dependent Variable: Costumer Satisfaction

Source: SPSS 23

Based on the analysis above, the percentage of diversity of customer satisfaction variables is obtained. The independent variable explains whether the quality of service is and location of 0.600 or 60% while the remaining 40% is explained outside the regression model.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Service quality partially influences customer satisfaction, thus H1 is accepted. This is in line with research by Caroline et al. (2017) which indicates that customer satisfaction is influenced by Indihome service quality. Customer satisfaction is the feeling of satisfaction or dissatisfaction that exists after customers use goods or services. If Yama Motor's service quality meets or even exceeds customer expectations, their satisfaction will increase. Good service quality is a strategic investment for Yama Motor to increase customer satisfaction. This effort not only impacts individual customers but also strengthens Yama Motor's position in the competitive automotive market.

The Influence of Location on Customer Satisfaction

Location partially influences customer satisfaction, thus H2 is accepted. This is similar to the findings of Wariki et al. (2015) which explain the influence of location on customer satisfaction. Location is a crucial aspect influencing customer satisfaction in

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selecting goods and services, including in the automotive sector, such as Yama Motor. Strategic location placement can improve customer accessibility and create a more satisfying experience, thus directly impacting customer satisfaction levels.

The Influence of Service Quality and Location on Customer Satisfaction

Simultaneously, service quality and location influence customer satisfaction, thus H3 is accepted. This is in line with research by Romadhan and Mochammad Jaya (2020), which indicates that service quality and location impact customer satisfaction. These two factors are closely related and mutually supportive. Yama Motor needs to ensure that its workshop is strategically located and supported by quality service to provide the best experience to customers. With the right strategy, Yama Motor can increase customer satisfaction, commitment, and competitiveness in the automotive market.

CONCLUSION AND SUGGESTION

Conclusion

1. These findings indicate that service quality has an impact on customer satisfaction.
2. This finding indicates that location influences customer satisfaction.
3. This finding indicates that service quality and location simultaneously influence customer satisfaction.

Suggestion

1. Implement consistent service standards at Yama Motor workshops to maintain service quality. This includes service procedures, waiting times, and handling customer complaints. Provide regular training to staff and technicians to improve their technical skills and interpersonal skills such as Friendly, fast, and accurate service will increase customer satisfaction. Provide loyalty programs in the form of service discounts, reward points, or priority services for loyal customers that can increase customer satisfaction and loyalty.
2. New dealerships or repair shops should be opened in areas with easy transportation access and a high customer concentration. Adding supporting amenities at the dealership or repair shop, such as a comfortable waiting area, free Wi-Fi, complimentary drinks, and ample parking, will provide a better customer experience.

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